

**REPLY UNDER 37 C.F.R. §1.116  
EXPEDITED PROCEDURE  
TECHNOLOGY CENTER, ART UNIT 3688**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re patent application of:  
Sureka et al.

Atty. Docket No.: JP920030202US1

Serial No.: 10/727,776

Group Art Unit: 3688

Filed: December 4, 2003

Examiner: Min Shin

For: **METHOD AND SYSTEM FOR LEARNING CONSUMER BEHAVIOUR**

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**AMENDMENT UNDER 37 C.F.R. §1.116**

Mail Stop Non-Fee Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This Amendment After Final is in response to the Final Action mailed June 4, 2009, setting a three-month statutory period for response. This Amendment After Final is timely filed to take advantage of the Expedited Procedure provisions of 37 C.F.R. §1.116.